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110 and analog signal processor unit 120 is finished (S6). When it is finished, the broadcast signal of the currently selected channel is displayed on the screen (S7), but when the processing of the video signal is not finished, the channel icon corresponding to the currently selected channel is displayed. If it is judged at S5 that the up/down key for another channel is inputted, the above-mentioned process is performed repeatedly.

[0032] Meanwhile, when an up/down key of a new channel is inputted before the video signal is finished, the CPU 200 searches the newly inputted channel (S2), receives a broadcast signal corresponding to the searched channel, searches a channel icon corresponding to the new channel (S3), displays it on the screen (S4), and judges whether another up/down channel selection is inputted (S5). And, the above-mentioned process is performed repeatedly.

[0033] The channel icon stored in the CPU 200 is data about the diagram and character representing each broadcast station in the received broadcast signal, and the user stores the received broadcast signal as a certain diagram and character in accordance with the broadcast station with the lookup table format.

[0034] The channel icon can be set so as to be matched directly with the broadcast station while the user searches the stored icon among the data related to the plurality of the icons stored in the CPU 200. When the broadcast station transmits the data related to the icon representing the broadcast station, the CPU 200 detects it and stores it in the main memory unit 410. Accordingly the channel icon can be used in channel switching.

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[0035] In addition, when a viewer does not want to display the channel icon on the screen, it is possible to set so that the icon is not displayed by installing an additional select key.

[0036] As described above, the present invention is capable of displaying the set channel icon by the OSD before displaying the broadcast signal corresponding to the select channel in channel up/down of the digital television by the user by using the channel icon set in advance about each channel of the digital television. The present invention is capable of making the channel identification easier by displaying in advance the channel icon of a newly selected channel stored in the OSD during the time required to display the program of the newly selected channel on the screen. Accordingly the present invention can provide the maximum satisfaction to the user during channel switching.